

## ORDER



**Orders**  
**Order / Rev:** 169925  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 28  
**Flight Dates:** 10/31/12 - 11/06/12  
**Original Date / Rev:** 10/30/12 / 11/03/12  
**Order Type:** GENERAL

**KSTP-TV, LLC and KSAX-TV**

**Primary AE:** Rachel Chason  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:** Anne Talabisco  
**Billing Contact:**  
 600 Fairmont Ave Ste 306  
 Towson, MD 21286-1002

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** 1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	113	\$129,180.00	\$109,803.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	113	\$129,180.00	\$109,803.00	0.00
<b>Totals</b>	<b>113</b>	<b>\$129,180.00</b>	<b>\$109,803.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$129,180.00
Market	100%	\$516,720.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$129,180.00
KMSP	25%	\$129,180.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$129,180.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/31/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	22-22--	:30	8	\$1,000.00	1	0.00	NM	8	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---22--			4		\$1,000.00		0.00				
		Week: 11/05/12	11/11/12	22-----			4		\$1,000.00		0.00				
2	M	10/31/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	33-33--	:30	12	\$1,000.00	1	0.00	NM	12	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: Restore Our Future  
 Product Desc:  
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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	M	10/31/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	33-33--	:30	12	\$1,000.00	1	0.00	NM	12	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---33--					6	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	33-----					6	\$1,000.00		0.00			
3	M	10/31/12	11/06/12	M-F The View M-F The View	CM	10-11a	22-22--	:30	8	\$800.00	1	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---22--					4	\$800.00		0.00			
		Week: 11/05/12	11/11/12	22-----					4	\$800.00		0.00			
4	M	10/31/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	22-22--	:30	8	\$350.00	2	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---22--					4	\$350.00		0.00			
		Week: 11/05/12	11/11/12	22-----					4	\$350.00		0.00			
5	M	10/31/12	11/06/12	M-F 3-4p Twin Cities Live	CM	3-4p	2--22--	:30	6	\$225.00	2	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---22--					4	\$225.00		0.00			
		Week: 11/05/12	11/11/12	2-----					2	\$225.00		0.00			
E 6	M	10/31/12	11/06/12	M-F 4-430p Millionaire	CM	4-430p	2--22--	:30	6	\$600.00	1	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---22--					4	\$600.00		0.00			
		Week: 11/05/12	11/11/12	2-----					2	\$600.00		0.00			
E 7	M	10/31/12	11/06/12	M-F 430-5p News 430p News	CM	430-5p	2--22--	:30	6	\$600.00	1	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---22--					4	\$600.00		0.00			
		Week: 11/05/12	11/11/12	2-----					2	\$600.00		0.00			
E 8	M	10/31/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	2-222--	:30	8	\$1,200.00	1	0.00	NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--222--					6	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	2-----					2	\$1,200.00		0.00			
E 9	M	10/31/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-111--	:30	4	\$2,000.00	1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$2,000.00		0.00			
E 10	M	10/31/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	1-222--	:30	7	\$1,500.00	2	0.00	NM	7	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--222--					6	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
E 11	M	10/31/12	11/06/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	2-222--	:30	8	\$2,100.00	1	0.00	NM	8	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--222--					6	\$2,100.00		0.00			
		Week: 11/05/12	11/11/12	2-----					2	\$2,100.00		0.00			
E 12	M	10/31/12	11/06/12	M-F 1035-1102p thru 1/7C Nightline	CM	1035-1102p	1-111--	:30	4	\$1,200.00	2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
E 13	M	10/31/12	11/05/12	M-F 1102p News thru 1/7C M-F 1102p News	CM	1102-1132p	2-222--	:30	8	\$600.00	1	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--222--					6	\$600.00		0.00			
		Week: 11/05/12	11/11/12	2-----					2	\$600.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	M	10/31/12	11/04/12	Sa 6-7a Sat 6a News	CM	6-7a	-----2-	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----2-		2				\$500.00		0.00			
15	M	10/31/12	11/04/12	SA GMA Sa GMA	CM	7-8a	-----3-	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----3-		3				\$1,200.00		0.00			
E 16	M	10/31/12	11/04/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----1-	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1-		1				\$1,000.00		0.00			
E 17	M	10/31/12	11/04/12	7-1030p College FB ABC College Football	SPRT	7-1030p	-----3-	:30	3	\$3,500.00	1	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----3-		3				\$3,500.00		0.00			
E 18	M	10/31/12	11/04/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----2	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----2		2				\$500.00		0.00			
19	M	10/31/12	11/04/12	SU GMA Su GMA	CM	7-8a	-----2	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----2		2				\$1,800.00		0.00			
E 20	M	10/31/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----2	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----2		2				\$1,000.00		0.00			
E 21	M	10/31/12	11/04/12	Su 530-6p Su 530-6p News	CM	530-6p	-----2	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----2		2				\$1,800.00		0.00			
E 22	M	10/31/12	11/04/12	Sunday Prime A America's Funniest Home Videc	CM	6-7p	-----2	:30	2	\$5,000.00	3	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----2		2				\$5,000.00		0.00			
N 23	M	11/05/12	11/06/12	M-F 5-530a News M-F 5-530a News	CM	5-530a	MT-----	:30	1	\$630.00	1	0.00	NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	MT-----		1				\$630.00		0.00			
Totals													113	\$129,180.00	